

Sell on  amazon.co.uk®

Get Started Selling on Amazon

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PART II – Listing Overview

Listing Options

Create your first listing

Create a new item

Check product appearance

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Listing Loader

Account Setup – Review your account information

Seller Account Information

View your settings below. Use the 'Edit' buttons to change any of the fields.

Notification Options Edit

Order Notifications:	Enabled
Amazon.com Fulfillment Order Notifications:	Enabled
Basic Fulfillment Order Notifications:	Enabled
FBA – email notification for status changes of your inbound shipments:	Enabled
Inbound Shipment Problem Notifications:	Enabled
Out-of-stock Notifications:	Enabled (webinartest@gmail.com)
Business Updates:	webinartest@gmail.com
Claims Notifications:	webinartest@gmail.com
Technical Notifications:	webinartest@gmail.com

Business Information

Business Display Name:	RCXQA UK Silver Test Acc
Your Legal Name:	Webinar Test
Customer Service Email:	webinartest@gmail.com
Customer Service Reply To Email:	webinartest@gmail.com
Customer Service Phone:	None (click Edit button to set)

Listings Status Edit

Current Status of Listings:	Active (Listings available for sale at Amazon.co.uk)
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Place of Establishment Information Edit

Place of Establishment Address:	Patriot Court 1-9 The Grove Slough SL1 1QP United Kingdom
VAT Registration Number:	None (click Edit button to set)

Deposit Method Add

Bank Account Number:	None (click Add button to set)
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Charge Method Add

Payment Method:	None (click Add button to set)
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Selling Plan Downgrade

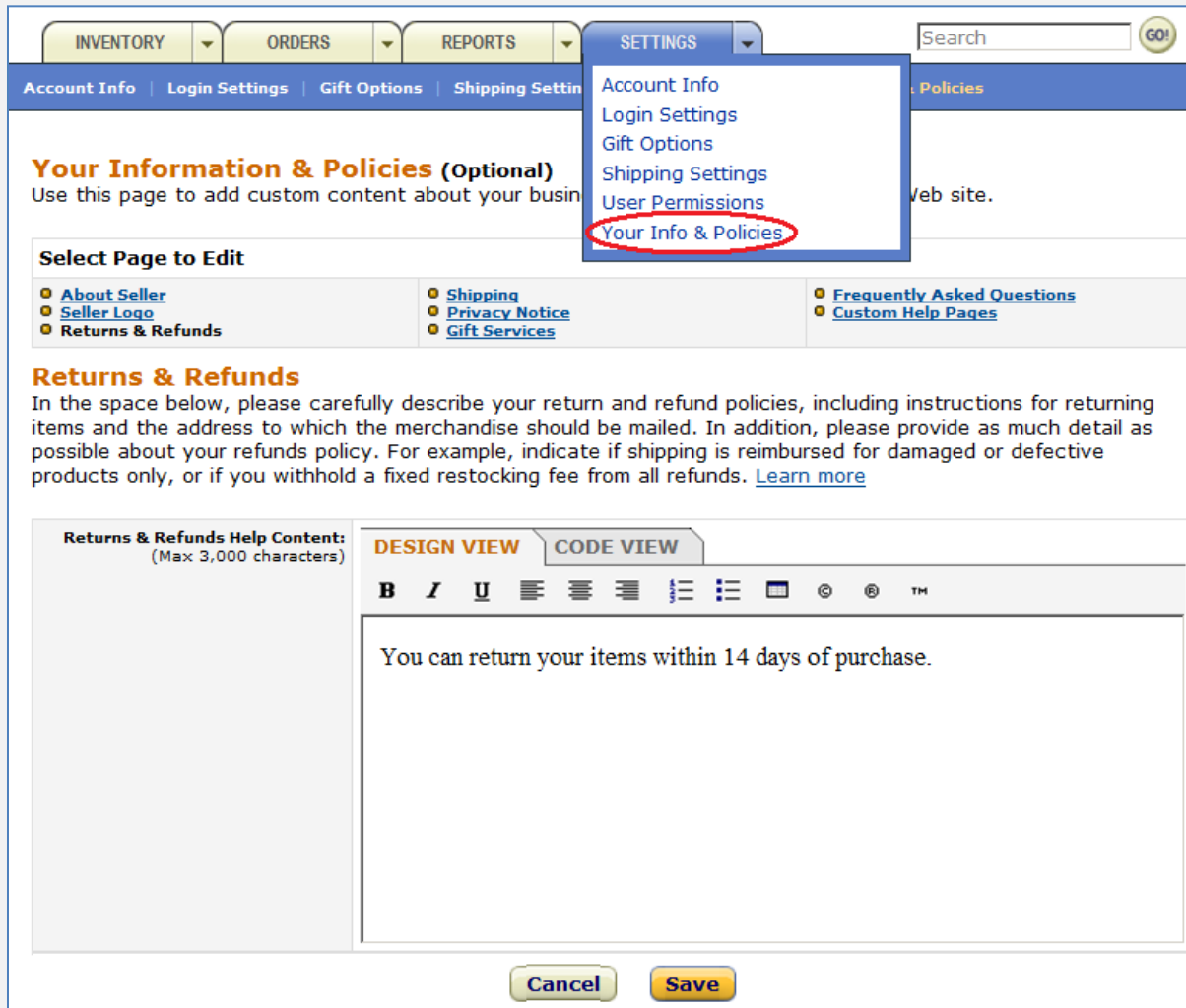
Current Selling Status:	Pro Merchant When you downgrade, it will happen on your next billing cycle.
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Your Merchant Token Learn more

Your Merchant Token	M_RCXQAUKSIL_3215100
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- **SellerCentral's *Infos & Policies* section provides customers with information about your**
 - **Contact information**
 - ***Returns & Refunds* policies**
 - **Shipping information**
- **You may be legally required to provide content for your Infos & Policies in SellerCentral**

Accessing your account's **Information & Policies** section in SellerCentral



The screenshot shows the Amazon Seller Central interface. At the top, there are navigation tabs for INVENTORY, ORDERS, REPORTS, and SETTINGS. The SETTINGS dropdown menu is open, showing options like Account Info, Login Settings, Gift Options, Shipping Settings, User Permissions, and **Your Info & Policies** (which is circled in red). Below the navigation, there's a search bar and a breadcrumb trail: Account Info > Login Settings > Gift Options > Shipping Settings > Policies.

The main heading is **Your Information & Policies (Optional)**, with a sub-heading: Use this page to add custom content about your business. Below this is a 'Select Page to Edit' section with a grid of links: About Seller, Seller Logo, Returns & Refunds, Shipping, Privacy Notice, Gift Services, Frequently Asked Questions, and Custom Help Pages.

The **Returns & Refunds** section is active, with the text: In the space below, please carefully describe your return and refund policies, including instructions for returning items and the address to which the merchandise should be mailed. In addition, please provide as much detail as possible about your refunds policy. For example, indicate if shipping is reimbursed for damaged or defective products only, or if you withhold a fixed restocking fee from all refunds. [Learn more](#)

Below this is a rich text editor for 'Returns & Refunds Help Content: (Max 3,000 characters)'. It has tabs for DESIGN VIEW and CODE VIEW. The DESIGN VIEW is selected, showing a toolbar with bold, italic, underline, bulleted list, numbered list, link, unlink, image, video, and trademark symbols. The text area contains: You can return your items within 14 days of purchase. At the bottom are Cancel and Save buttons.

Your account's *Information & Policies* section on the Amazon website

The screenshot shows the Amazon.co.uk website interface. At the top left is the Amazon logo. To its right, there is a greeting: "Hello. Sign in to get [personalised recommendations](#). New Customer? [Start here](#)." Below this are navigation links: "Your Amazon.co.uk", "Deals of the Week", "Gift Certificates", and "Gifts & Wish Lists". A search bar is present with a dropdown menu set to "All Departments" and a "GO" button. To the right of the search bar is a "Basket" button with a shopping cart icon. Below the search bar is a horizontal menu with links: "Welcome", "International", "Gift Certificates", "Deals Of The Week", "Amazon.co.uk MasterCard", and "New To Amazon.co.uk". The main content area features a heading "[RCXQA UK Silver Test Acc](#)". Below this is a sub-heading "[RCXQA UK Silver Test Acc Storefront](#)" and a link: "Looking for [Amazon customer returns](#)? [Click here](#)." A horizontal tabbed menu contains "At a Glance", "Feedback", "Shipping Rates", "Returns" (which is highlighted in orange), and "Seller Help". Below the "Returns" tab, the text reads: "RCXQA UK Silver Test Acc" followed by "You can return your items within 14 days of purchase." A blue arrow points to the word "purchase". Below this, there are two lines of text: "For questions about a charge that has been made to your credit card, please [contact Amazon](#)." and "For questions about how to place an order, [search Amazon Help](#)."

- You can define your own shipping settings for your SellerCentral account
- Different calculation methods are available:
 - per item
 - per weight (requires you to provide us with the shipping weight on a per-item basis)
 - banded rates
 - per shipment
- Various shipping regions are available

Account Setup – Shipping Costs

Accessing your account's **Shipping Settings** in SellerCentral

Account Info | Login Settings | Gift Options | **Shipping Settings** | User Permissions | Your Info & Policies

Current Shipping Rates and Settings

Listed below are your current shipping settings, including the geographic regions you ship to, the Service Levels you offer and the prices you charge. [Learn more.](#)
In general, all shipping prices should be inclusive of applicable VAT.

Ships From Location Edit

Shipping Country: None (click Edit button to set)

Shipping ZIP or Postal Code: None (click Edit button to set)

[Change Shipping Model](#)

Your Per Item/Weight Based Model Edit

Your shipping model determines the rules that Amazon uses to calculate shipping charges for your products other than Books, Music, Video and DVD. Supported shipping models include Price Banded and Per Item/Weight Based. [Learn more.](#)

Standard Shipping Rates	Rate Components	Service Levels	
		Standard	Expedited
UK Mainland Street	ETA	3 - 5 days	1 - 2 days
	per Weight (kgs)	£0.48	---
	per Shipment	£3.91	---

Shipping Settings for Books, Music, Video, DVD Edit

Amazon sets the shipping rates for Books, Music, Video, and DVD (BMVD) to provide a consistent buying experience from all sellers in these categories. All BMVD sellers must offer standard domestic dispatch. You can optionally choose to offer International dispatch for these products. [Learn more.](#)

Standard: Delivery in 3 - 12 days	Required £1.24 - £2.75 shipping credit (view rate table)
International: Delivery in 5 - 35 days	Domestic £1.79 - £7.00 shipping credit (view rate table)

- **Bar Codes**
 - What is a bar code?
 - Why does Amazon require bar codes?
 - Which bar code types are supported?
- **Listing technologies**
 - 1x1 (“add a product”)
 - Product templates (“Flat Files”)
 - AMTU

INVENTORY ORDERS REPORTS SETTINGS

Manage Inventory **Add a Product** Upload Inventory File Inventory Reports Manage Promotions

Add A Product

The product you are adding may already exist on Amazon. Search our catalogue for the product you want to sell and save yourself some time. [Learn more](#)

Find it on amazon.co.uk

Canon Digital SLR Cam

If it is not in Amazon's

Narrow your results

Category

All Categories

[Electronics](#) (49)


Can't Find it?

If your product is not in the Amazon catalog, you may create a new product detail page.

[Create a new product](#)

1 to 10 of 49 Results [1](#) [2](#) [3](#) [4](#) [5](#) of 5 [Next](#)


Results on www.amazon.co.uk



Canon - EOS 5D Mark II - Digital camera - SLR - 21.1 Mpix - Canon EF 24-105mm IS lens - optical zoom: 4.3 x - supported memory: CF, Microdrive

[See all product details](#)

[Sell yours](#)

Wireless Radio Remote Release for Canon EOS 1Ds Mark II, III / 5D / 5D mark II / 50D / 40D / SLR Digital

[Sell yours](#)

Listing Overview – Create a new item with the 1x1 GUI

Add Your Inventory

In order to sell this product you will need to enter the fields marked with an asterisk.

* **Condition:**

Condition Note:
(Add your comments about the condition)

Example: Dust cover missing. Some scratches on the front.

* **Your price:** £
(Price based on condition)

Sale price:
(A sale price must have a start & end date)

* **Quantity:**

Seller SKU:
(Unique Identifier. If you don't enter a SKU we'll create one for you.)

Handling time (in days):
(Default is 1-2 days)

Start selling date:
(dd/mm/yyyy)

Gift Options: Gift Gift

Your shipping methods

I want to dispatch this item myself to the customer

I want Amazon to dispatch my items and provide customer service

We will use your global shipping settings for this product. [Learn more](#)

INVENTORY | ORDERS | REPORTS | SETTINGS

Manage Inventory | Add a Product | Upload Inventory File | Inventory Reports | Manage Promotions

Search GO!

Manage Inventory

Use this page to [edit](#) or [delete](#) your listings. To sort your listings, use the links at the top of each sortable column.

All Listings

✓ = Low Price for all listings [Search all your listings](#)

Products 1 to 1 of 1

Delete Listings GO! [Reset values](#) [Save changes](#)

	Merchant SKU	ASIN/ISBN	Product Name	Date Created	Quantity	Condition	Your Price	Low Price	Edit
<input type="checkbox"/>	5dmkii	B001G7PBIM	Canon - EOS 5D Mark II - Digital camera - SLR - 21.1 Mpix - Canon EF 24-105mm IS lens - optical zoom: 4.3 x - supported memory: CF, Microdrive	22/02/2010	<input type="text" value="23"/>	New	£ <input type="text" value="1,898.99"/>	<input checked="" type="checkbox"/>	Edit

Delete Listings GO! [Reset values](#) [Save changes](#)

Products 1 to 1 of 1

Fulfillment by Amazon
 Let us pack, ship and service your online orders.
[Learn More](#) | [Sign Up](#)

[INVENTORY](#) | [ORDERS](#) | [STORE DESIGN](#) | [REPORTS](#) | [SETTINGS](#)

[Manage Inventory](#) | [Add a Product](#) | [Upload Inventory File](#) | [Inventory Reports](#) | [Manage Promotions](#)

Web Site: www.amazon.co.uk

Add A Product

The product you are adding may already exist on Amazon. Search our catalogue for the product and save yourself some time. [Learn more](#)

Find it on amazon.co.uk

If it is not in Amazon's catalog: ←

We could not find any products for: **5654457385323**

Suggestions:

- » Did you try searching by ISBN, UPC, EAN, or ASIN? [What's this?](#)
- » Make sure that all words are spelled correctly.
- » Try different words.
- » [Create a new product](#)

Create a new product: Classify

To start creating a detail page, first classify your product.

[Learn more](#)

Browse for your product's category

All Product Categories

Auto Accessory	Media (3)
Auto Parts	Office Products
Baby Product	Outdoor Living
Bed and Bath	Paper Product
Console & Video Games	Personal Care (1)
Consumer Electronics (16)	Seeds & Plants
Educational Supplies	Software & PC-Games (1)
Home Furniture & Décor (1)	Sporting Goods
Home Lighting & Lamps	Tools and Hardware
Kitchen	Toys and Games
Light Bulbs	Writing Instrument
Lighting Accessories	

Please Note: Currently, you cannot use this tool to create products in categories other than those listed above.

Listing Overview – Create a new item with the 1x1 GUI

Use these attributes to uniquely identify my product:

[Product Name](#)
[Manufacturer](#)
[EAN](#)


Product Identification	
Seller SKU: (Unique Identifier. If you don't enter a SKU we'll create one for you.)	Test789
* Product Name: (Max. 250 characters)	Amazon Test Product Sell Example: Olympus Camed
* Manufacturer:	Amazon Example: Sony, Kitchen Aid
* EAN: (13-digit number found below the product's bar code)	565445738532 Example: 1234567890123
Brand Name: (Max. 50 characters)	Amazon Example: Sonny Brook Har
Model Number: (Product code assigned by the manufacturer; can be numbers, letters, or both)	0815 Example: C-50
Manufacturer Part Number: (For most products, this will be identical to the model number; however, some manufacturers distinguish part number from model number.)	1234 Example: LE
UPC: (12-digit number found below the product's bar code)	<input type="text"/> Example: 012345678901

+ Your Product Identification

Product identification is the information that you provided on the previous page for us to find and create the product. If you would like to change the information such as title you may expand this section.

- Your Product Details: Recommended

Image:



Upload image(s)

Note: Once an image is submitted, there may be a delay of up to 24 hours before it appears on the website.

Key Product Features:
(Max. 100 characters per line. Use these to highlight some of the product's most important qualities. Each line will be displayed as a separate bullet point above the product description.)

waterproof
anti-magnetic
For the whole family!
Ages 3+

Example: Delicious honey-apricot glaze

Product Description:
(The description you provide should pertain to the product in general, not your particular item. There is a 2,000 character maximum.)

With this wonderful Amazon Test product, your kids and your family will be very happy.

Example: This ham has been smoked for 12 hours...

Shipping Weight:
(Weight of the product when packaged to ship)

1.25 Kilograms

Example: 2.0

Search Terms:
(Provide specific search terms to help customers find your product.)

Amazon
Test Product
test

Example: Dark Chocolate, Apples, Cookies

Recommended Browse Nodes:

Product's current browse nodes:

Toys & Games > Toy Types [REMOVE](#)

Toys & Games > Toy Types > Dressing-up & Make-believe > Animals and Farms [REMOVE](#)

Listing Overview – Assigning a product category

Recommended Browse Nodes:

Product's current browse nodes:

Toys & Games > Toy Types REMOVE

No node selected.

Collapse

Based on what you told us about this item, these are likely the best places to sell

Toys & Games > Toy Types ADD NODE

Select your browse node from the categories below

[Toys & Games > Toy Types](#) ADD NODE

<p>Action Figures (19)</p> <p>Arts & Crafts (11)</p> <p>Bikes, Trikes & Ride-ons (10)</p> <p>Cars, Trucks & Other Vehicles (11)</p> <p>Clocks, Watches & Torches</p> <p>Collectables (4)</p> <p>Construction Toys (9)</p> <p>Development & Learning (15)</p> <p>Dolls & Accessories (13)</p>	<p>Models</p> <p>Musical Toys & Instruments</p> <p>Outdoor Toys (15)</p> <p>Party Supplies (4)</p> <p>Puppets & Puppet Theatres</p> <p>Remote Control Toys</p> <p>Remote Controlled Toys</p> <p>Rockers & Rocking Horses</p> <p>School Equipment (4)</p>
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- Some product categories require Amazon pre-approval before you can list your offers for these categories
- These product categories include
 - Health and Personal Care
 - Beauty
 - Watches
 - Jewellery
 - Apparel
 - Grocery

Add A Product

The product you are adding may already exist on Amazon. Search our catalogue for the product you want to sell and save yourself some time. [Learn more](#)

Find it on amazon.co.uk

If it is not in Amazon's catalog:

Narrow your results

Category

All Categories

- [Kitchen](#) (48)
- [Electronics](#) (513)
- [Toys](#) (2)

1 to 10 of 584 Results [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) of 59 [Next](#)

Results on www.amazon.co.uk



**Casio Wave Ceptor
Radio Controlled Clock
DQD120B-8AEF**
[See all product details](#)

Sorry, you are not authorized to sell this product. [\(Why?\)](#).

Order Management

- You can manage your orders
 - via SellerCentral
 - per file interface (Flat File, XML)
- Order data will appear
 - in your SellerCentral account
 - in your order confirmation email
 - in your order report
- Order Holdback Window
 - Duration: 90 mins
 - Customers can cancel / modify their orders during this time span
 - After Order Holdback Window has passed, order will be visible to the seller.

You can confirm, cancel or refund an order in SellerCentral

amazon services seller central HOME | MESSAGES | HELP | LOGOUT

INVENTORY | **ORDERS** | REPORTS | SETTINGS

Manage Orders | Order Reports | Upload Order Related Files

Manage Orders

To view more information about the order, such as the buyer name or shipping address, click the Order ID. [Learn more](#)

Search [Advanced Search](#)

Date Range: [v] last 3 days [v] [Search](#)

All orders placed in the last 3 day(s)

Make this my default order view

Orders 1 to 14

Order Date	Sales Channel	Fulfilment Channel	Order ID/Product Details	Contact Buyer	Shipping Service	Status	Action
22 Feb 2010 12:53:19 GMT	Amazon.co.uk	Merchant	026-0586793-0148329 Fuji J15 Black Digital Camera QTY: 1 ASIN: B001L4GM92 SKU: 66251526	John Doe	Standard	Shipment is late Unshipped (1)	Confirm shipment Cancel order
25 Feb 2010 10:57:41 GMT	Amazon.co.uk	Merchant	203-7461450-4231552 Sony BDVE300 Home Cinema System QTY: 1 ASIN: B002LE8B8Q SKU: 08819046	Jane Doe	Standard	Unshipped (1)	Confirm shipment Cancel order
24 Feb 2010 22:43:09 GMT	Amazon.co.uk	Merchant	203-6765564-6377931 Toni&Guy TGDR5354UK 2000W Moisture Lock Afro Hair Dryer QTY: 1 ASIN: B002C4L1Z0 SKU: 55AY9021	John Doe	Standard	Shipped	Edit shipments Refund order

Confirming an order

amazon services seller central

HOME | MESSAGES | HELP | LOGOUT

INVENTORY | **ORDERS** | REPORTS | SETTINGS

Search GO

Manage Orders | Order Reports | Upload Order Related Files

Confirm shipment
Enter the shipping details for your customer's package. [Learn more](#)

Order ID: # 026-3276476-9475843

Package 1 - UNSHIPPED ITEMS

Product Details	Items to Ship
<p>Fuji J15 Black Digital Camera</p> <p>Quantity: 1 Merchant SKU: 66251526 ASIN: B001L4GM92 Order-Item ID: 01263537179171 Condition: New</p>	1

Shipping Details

Ship Date:
 Carrier:
 Shipping Service:
 Tracking ID:

Confirm shipment

Your notes

Seller memo:

The information you enter here is for your use only and will not be displayed to the buyer.

Cancelling an order

amazon services seller central HOME | MESSAGES | HELP | LOGOUT

INVENTORY | **ORDERS** | REPORTS | SETTINGS Search GO!

Manage Orders | Order Reports | Upload Order Related Files

Cancel Order
 You are about to cancel this order. If this is incorrect, you may go back and view this and other orders; otherwise, please tell us the reason for the cancellation. [Learn more](#)

Order ID: # [203-7461450-4231552](#)

Product Details	Quantity Ordered
<p>Sony BDVE300 Home Cinema System</p> <p>Quantity: 1 Merchant SKU: 08819046 ASIN: B002LE888Q Order-Item ID: 10242502972899 Condition: New</p>	1

Reason for Cancellation:

Select reason for cancel

- Buyer Cancelled
- Customer Exchange
- Customer Return
- No inventory
- General Adjustment
- Shipping Address Undeliverable

Your notes

Seller memo:

The information you enter here is for your use only and will not be displayed to the buyer.

Issuing a full refund

INVENTORY	ORDERS	REPORTS	SETTINGS	Search	GO!
Manage Orders Order Reports Upload Order Related Files					
<h3>Refund order</h3> <p>Choose to refund the full amount for all of the items in the order or to refund partial amounts. Sellers are responsible for all refunded amounts including those in excess of the amount originally charged to the buyer. Learn more</p>					
Order ID: # 202-123456-7890123					
Full Refund		Partial Refund			
Select the reason for the refund, and if you choose, enter related concessions in addition to the full refund amount, up to the maximum indicated.					
Reason for refund:	<input type="text" value="Select a reason"/>				
Order total:	£171.45 (Includes item price and shipping)				
Prior Refund	(£0.00)				
Refund:	£171.45				
Memo to buyer: (optional)	<input type="text"/>				
Enter a note that will be sent to the buyer.					
<input type="button" value="Cancel"/>		<input type="button" value="Submit Full Refund"/>			
Your notes <input type="button" value="Undo"/> <input type="button" value="Save"/>					
Seller memo:	<input type="text"/>				
The information you enter here is for your use only and will not be displayed to the buyer.					

Issuing a partial refund

INVENTORY | ORDERS | REPORTS | SETTINGS | Search [GO]

Manage Orders | Order Reports | Upload Order Related Files

Merchant: [Tribal UK](#) Web Site: [www.amazon.co.uk](#)

Refund order

Choose to refund the full amount for all of the items in the order or to refund partial amounts. Sellers are responsible for all refunded amounts including those in excess of the amount originally charged to the buyer. [Learn more](#)

Order ID: # 202-123456-7890123

Full Refund | **Partial Refund**

Select the reason for the refund and enter the amounts to be refunded. Concessions related to the refunded order may exceed the full order amount up to the maximum indicated.

[Panasonic HC3DBEB 40W DAB Micro Hifi System](#)
 Quantity: 1
 Merchant SKU: 02629084
 ASIN: B0020HRIFQ
 Order-Item ID: 41480847228667
 Condition: New

Reason for refund:

	Order amount	Prior refund	Amount to refund	Max amount
Product:	£165.18	(£0.00)	£ <input type="text" value="0.00"/>	£165.18
Shipping:	£6.27	(£0.00)	£ <input type="text" value="0.00"/>	£6.27
TOTAL:	£171.45	(£0.00)	£0.00	£171.45

Refund: £0.00

Memo to buyer: (optional)

Enter a note that will be sent to the buyer.

Monitor your Order Defect Rate

INVENTORY ORDERS REPORTS SETTINGS

Search





Customer Metrics
Feedback
Payments
Seller Performance
Site Metrics and Reports
Fulfillment

Customer Metrics

Use this page to view reports that indicate how you are doing with respect to customer satisfaction. [Learn more](#)

Summary
[Performance Over Time](#)
[Performance By Product Line](#)
[Notifications](#)

Performance scorecard

Order Defect Rate	Cancellation Rate	Late Shipment Rate	Policy Violations
			
Learn more	Learn more	Learn more	Learn more

Notifications



[Notice: Account Performance](#) 04/02/2010

[Your Amazon.co.uk Seller Account](#) 02/02/2010

[Your Amazon.co.uk Seller Account](#) 17/01/2010

[Unread \(0\)](#) | [All](#)

Order Defect Rate

	Short Term <small>(12 Dec 2009 to 10 Feb 2010)</small>	Long Term <small>(28 Oct 2009 to 26 Jan 2010)</small>
Number of Orders	1,814	4,976
Order Defect Rate [?] <small>(Target: < 1%)</small>	2.65% 	1.97% 
- Negative Feedback Rate [?]	2.26%	1.63%
- Filed A-to-z Claim Rate [?]	0.44%	0.38%
- Service Chargeback Rate [?]	0%	0%

Recent Customer Metrics Data

	7 days <small>(16 Feb 2010 to 23 Feb 2010)</small>	30 days <small>(24 Jan 2010 to 23 Feb 2010)</small>	90 days <small>(25 Nov 2009 to 23 Feb 2010)</small>
Number of Orders	51	146	3,650
Pre-fulfilment Cancel Rate [?] <small>(Target: < 2.5%)</small>	0%	0.68%	7.15%
Late Shipment Rate [?] <small>(Target: < 5%)</small>	3.92%	6.16%	9.01%
Refund Rate [?]	0%	2.05%	2.25%